



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, April 17, 2012  
Pinnacle Conference Room at Human Resources  
7575 East Main Street  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call 8:00AM**

Michael Hoffmann, Chairman	David Richard
Kathleen Glenn, Vice-Chairwoman	Mike Surguine
David Scholefield	Ace Bailey

**All Commission Members present**

**2. Approval of Minutes**

Commission discussion and possible action to approve the March 20, 2012 regular meeting minutes (Attachment No.1)

**Motion to approve March 20, 2012 minutes as amended by Commissioner Bailey; Seconded by Commissioner Glenn; Approved 6-0.**

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2)
- b. Bed Tax Proforma (Attachment No.3)
- c. Smith Travel Report (Attachment No.4)
- d. Program Updates

**4. Arizona Super Bowl Host Committee and Fiesta Bowl-BCS Financial Commitments.**

Commission discussion and possible action regarding financial commitments over the next three years to the Fiesta Bowl and the Arizona Super Bowl Host Committee for the 2015 Super Bowl.

Rachel Sacco, President and CEO Scottsdale Convention and Visitors Bureau

Staff Contact: Steve Geiogamah

(Attachment No.5)

**Recommended approval of funding for events as outlined from new event development funds by Commissioner Surguine; Seconded by Commissioner Scholfield: Approved 6-0.**



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

**5. Tony Nelssen Equestrian Center Event Marketing Consultant**

Staff update and Commission discussion regarding the Tony Nelssen Equestrian Center Event Marketing consultant request for proposal.

Presenter: Paul Katsenes, Executive Director Community & Economic Development

**6. FY12/13 Bed-Tax Financial Policy**

Commission discussion and possible action regarding the FY12/13 bed tax financial policy

Staff Contact: Lee Guillory, Finance Manager

(Attachment No. 6)

**Recommended approval of staff recommended bed tax policies as outlined by Commissioner Surguine; Seconded by Commissioner Richard: Approved 6-0.**

**7. Tourism Development Commission Proposed Bylaws Update**

Commission discussion regarding revision of Commission Bylaws

Staff Contact: Steve Geiogamah (Attachment No.7, 7a)

**8. City Sponsored Event Evaluation Consultant**

Commission discussion and possible action regarding the event evaluation consultant scope of work. Staff Contact: Steve Geiogamah

(Attachment No.8)

**9. Horses and Horse Power Event Proposal**

Commission discussion and possible action regarding the Horses and Horse Power Event Proposal. Presenter: Jason Rose

(Attachment No.9)

**Recommended approval of funding of up to \$75000 out of the new event development funds by Commissioner Scholfield; Seconded by Commissioner Bailey: Approved 6-0.**

**10. SCVB Third Quarter Performance Measures Report**

Staff Contact: Steve Geiogamah; Rachel Sacco, President/CEO of the SCVB

(Attachment No.10, 10a)

**11. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**12. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**13. Adjournment 9:54AM**



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**Next scheduled meeting is May 15, 2012**



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